

1/2/46

BUSINESS CODE

1. The Member's national advertising representative shall be appointed by the Governing Council of the Intercollegiate Broadcasting System. The station agrees to contract no national advertising through any other representative.
2. The member agrees to contract none of the following types of local or national advertising:
 - a. Any advertising statement which the station knows to be false, deceptive, or grossly exaggerated.
 - b. Misleading statements of price or value, or misleading comparisons thereof.
 - c. Unfair attacks upon competitors, competing products, or upon other industries, professions, or institutions.
 - d. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of the law.
3. The Member agrees not to contract the following types of local or national advertising unless specifically approved by the college administration:
 - a. Any spiritous or "hard" liquor.
 - b. Any horse racing or gambling enterprise.
 - c. Cures and products claiming to cure.
4. No advertising will be acceptable which attempts to directly influence the listener on political or social issues.
5. In news programs, the advertiser or his agent may not exercise any control over the news broadcast. Any contract which includes such a provision will be unacceptable. There will be a distinct separation between news and commercial copy, and no copy tending to disguise a commercial as news will be acceptable.
6. The Member will inform the national advertising representative of the Intercollegiate Broadcasting System of any change in scheduled nationally sponsored commercial programs at least one day in advance. In case of emergencies, notification must be sent within 24 hours.
7. The books of the member station must be audited once a year by a Certified Public Accountant or by an individual authorized by the college administration. The station will make the auditor's report available to the Business Manager of the IBS or his representative on request. All information will be held in strict confidence by the Governing Council.

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3. The Member agrees not to contract the following types of local or national advertising unless specifically approved by the college administration:
 - a. Any split-second or "hard" liquor.
 - b. Any horse racing or gambling enterprises.
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